New Nouveau Brunswick

Labour Market Information Monthly

July 2011 Edition

Issue 7 Volume 8

Generational change in paid and unpaid work*

This Month

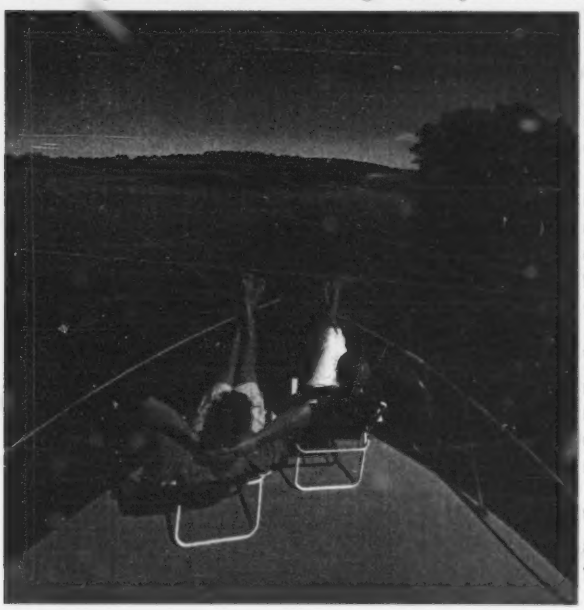
- Generational change in paid and unpaid work
- Key Labour Force Statistics
- The Industry Report

The timing of major events in the life of young adults in their twenties has changed from generation to generation during the past quarter century, and so has the involvement of men and women in paid work and housework.

This study compares the young adulthood years of three generations: the late baby boomers (born 1957 to 1966) when they were aged 20 to 29 in 1986, Generation X (1969 to 1978) who was in that age group in 1998, and Generation Y (1981 to 1990) who reached it in 2010.

It found that, at ages 20 to 29, members of Generation Y were more likely to be in school and at home with their parents than their counterparts in the two other generations. At ages 20 to 29, 51% of Generation Y lived at home with their parents, compared with 31% of their counterparts in Generation X. Generation Y also delayed living with a partner and having children. At ages 20 to 29, 19% of Generation Y had children, compared with 29% of the late baby boomers of the same ages in 1986.

The study also found an increasing similarity in the involvement in paid work and housework between men and women from the late baby boomers to those in Generation Y. Despite the narrowing of the differences, men continue to have an overall greater involvement in paid work than women, and a lesser involvement in housework. For example, at ages 20 to 29, late baby boom men did on average 1.4 hours more paid work per day than women. In Generation Y, this difference had narrowed to 1.1 hours.



Late baby boom women, when they were aged 20 to 29, did 1.2 hours more housework per day than men. By the time Generation Y arrived at the same age group, the difference had narrowed to 0.4 hours. This was due entirely to a decrease in the time women spent on housework.

When looking only at dual-earner couples, the dominant family form since the 1980s, the study found that young adults are increasingly sharing economic and domestic responsibilities. As women have increased their hours of paid work, men have steadily increased their share of household work.

Women aged 20 to 29 in dual-earner couples in Generation Y did an average of 6.7 hours of paid work per day in 2010, up from 6.4 hours for their counterparts in Generation X.

On the other hand, dual-earner women in Generation Y did 53% of total housework done by couples, down from 59% for their counterparts in Generation X.

* From *The Daily*, July 12, 2011, Statistics Canada.

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Average daily time spent on paid work and housework by men and women in young dual-earner couples is more similar for those without children and particularly so for Generation Y.

However, for both Generation X and Y, with the presence of dependent children at home the contribution of women to a couple's total paid work time declined, while their contribution to housework increased.

Note: This study used time use data from three cycles of the General Social Survey: 1986, 1998 and 2010. Each cycle was used to examine changes in the participation in, and time spent on, paid work and unpaid household work of three generations: late baby boomers, Generation X and Generation Y at the ages of 20 to 29.

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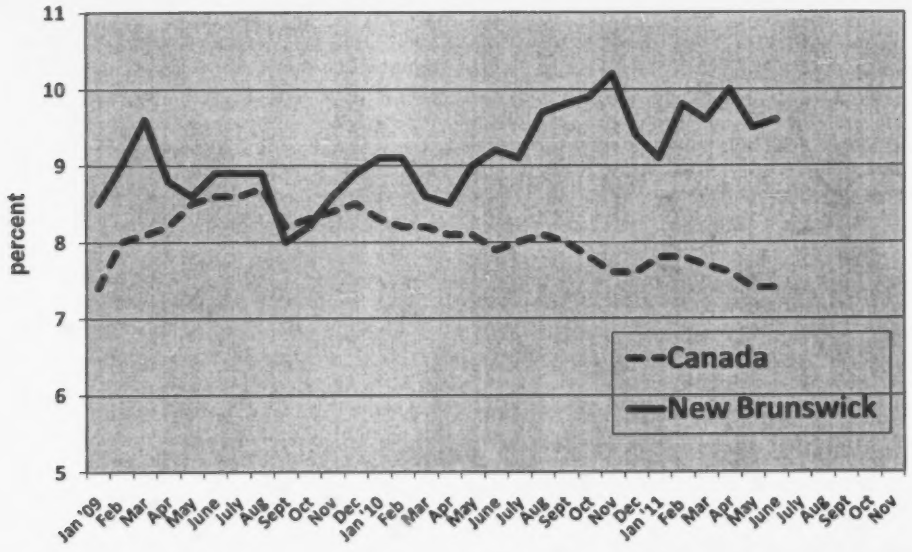
KEY LABOUR FORCE STATISTICS FOR NEW BRUNSWICK (Source: Statistics Canada Labour Force Survey)

New Brunswick	YTD	June '11	May '11	June '10
Labour Force	389,800	386,600	388,200	390,200
Employed	352,400	349,500	351,400	354,200
Unemployed	37,400	37,100	36,800	35,900
Unemployment Rate	9.6%	9.6%	9.5%	9.2%
Participation Rate	63.0%	62.4%	62.7%	63.3%
Employment Rate	56.9%	56.4%	56.8%	57.4%

CANADA COMPARED TO NEW BRUNSWICK

In June, Canada's unemployment rate was 7.4%, unchanged over last month but 0.5 of a percentage point lower than the same month last year. New Brunswick's rate of 9.6% was 0.1 of a percentage point higher than last month and 0.4 of a percentage point higher compared to the same month last year, when it stood at 9.2%.

UNEMPLOYMENT RATES IN NEW BRUNSWICK AND CANADA



Source: Statistics Canada Labour Force Survey

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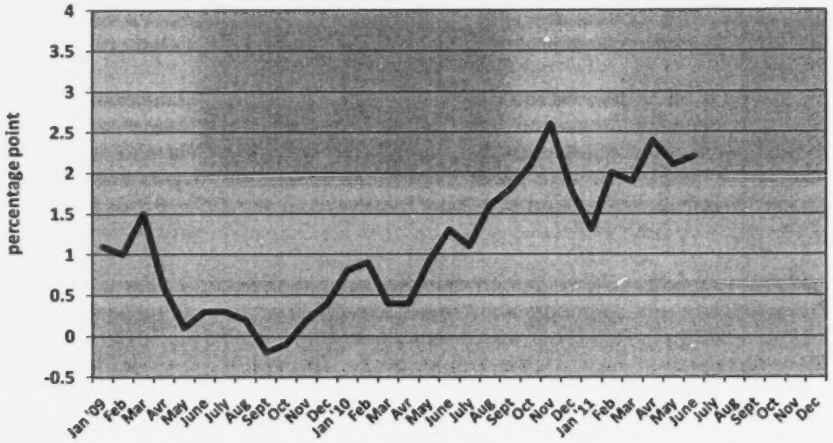
CANADA COMPARED TO NEW BRUNSWICK (continued)

The gap between the national and provincial rates was 2.2 percentage points in June.

DIFFERENCE IN UNEMPLOYMENT RATES IN NEW BRUNSWICK AND CANADA

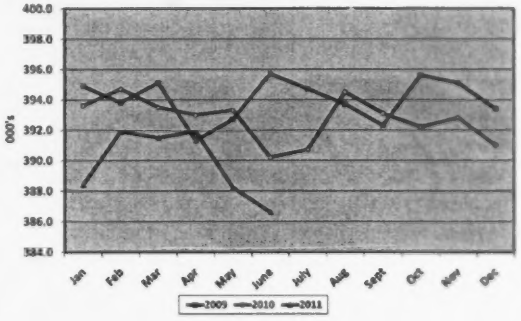


Source: Statistics Canada Labour Force Survey

THE LABOUR FORCE

New Brunswick's labour force stood at 386,600 in June. This was a decrease of 1,600 over the previous month, and a decrease of 3,600 over the same month last year.

THE SIZE OF THE LABOUR FORCE



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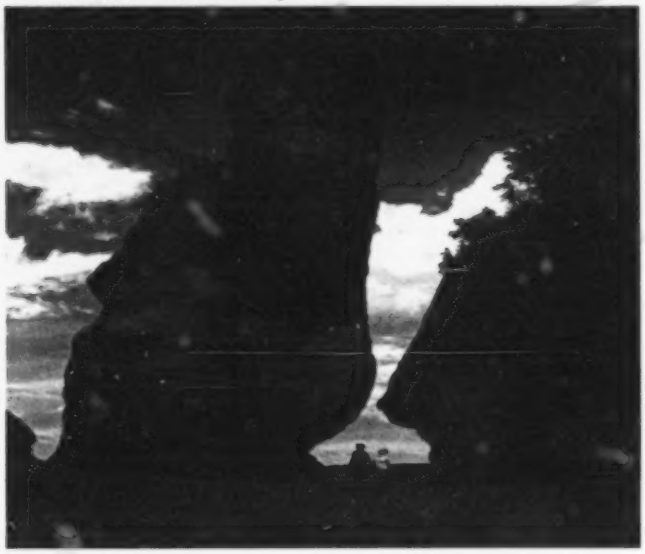
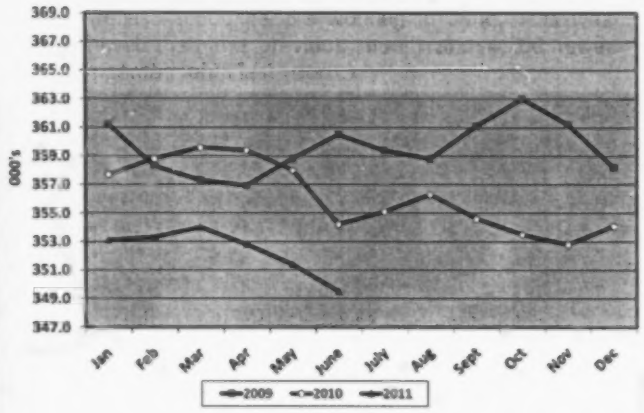
EMPLOYMENT

There were 349,500 people working in June. This was 1,900 fewer than the previous month and 4,700 fewer than the same month last year.



EMPLOYMENT IN NEW BRUNSWICK

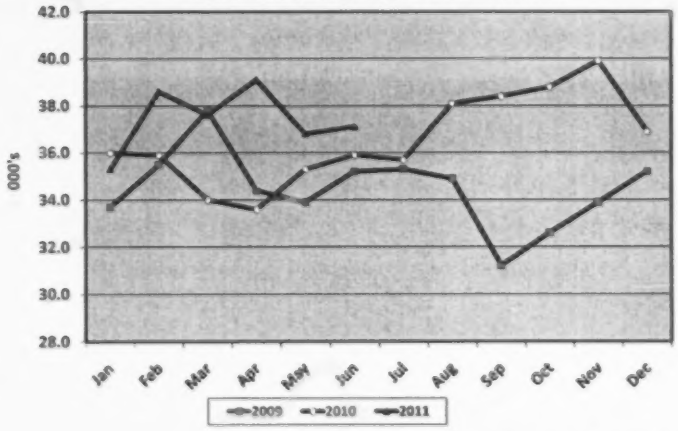


Source: Statistics Canada Labour Force Survey

UNEMPLOYMENT

There were 37,100 people unemployed and seeking work in June. This is 300 more than what was recorded the previous month and 1,200 more than the same month last year.

UNEMPLOYMENT IN NEW BRUNSWICK



Source: Statistics Canada Labour Force Survey

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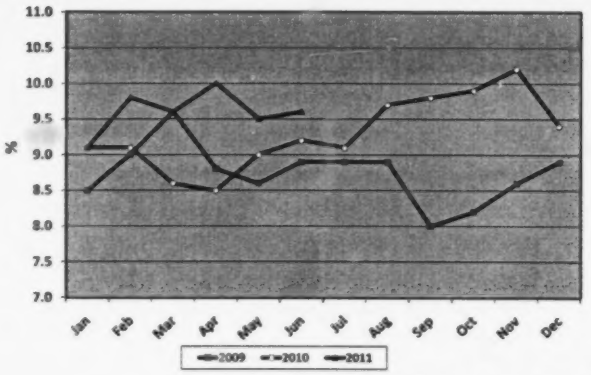
THE UNEMPLOYMENT RATE

New Brunswick's unemployment rate of 9.6% in June was 0.1 of a percentage point higher than the previous month and 0.4 of a percentage point higher than the same month last year.

THE UNEMPLOYMENT RATE IN NEW BRUNSWICK



Source: Statistics Canada Labour Force Survey

THE ECONOMIC REGIONS

Statistics Canada reports labour force statistics for the economic regions as three month moving averages of actual (not seasonally adjusted) data.

June '11	Economic Regions				
	Northeast	Southeast	Southwest	Central	Northwest
Labour Force	75,200	113,100	94,800	70,900	39,100
Employment	62,600	103,600	87,900	65,000	35,100
Unemployment	12,600	9,500	6,900	5,900	4,000
Unemployment Rate	16.8%	8.4%	7.3%	8.3%	10.2%
Participation Rate	58.1%	65.9%	65.7%	65.2%	60.1%

Economic Regions	May '11		June '11		June '10	
	Emp.	UR	Emp.	UR	Emp.	UR
Northeast	58,100	17.6%	62,600	16.8%	59,100	17.0%
Southeast	100,100	9.8%	103,600	8.4%	106,800	6.9%
Southwest	86,200	7.4%	87,900	7.3%	85,300	8.7%
Central	66,300	7.7%	65,000	8.4%	69,900	6.3%
Northwest	34,100	10.2%	35,100	10.2%	39,000	9.3%

On a year-over-year basis (June 2011 compared to June 2010), employment increased in the Southwest (+2,600) and Northeast (+3,500) regions while it decreased in the Central (-4,900); Northwest (-3,900); and Southeast (-3,200) economic regions.

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THE INDUSTRY REPORT—July LFS Release for June 2011

- Total industrial employment was down by 4,700 jobs (or -1.3%) in June of 2011 over June of 2010.
- Employment in the goods-producing sector was higher by 1,800 jobs in June of 2011 over June of 2010; overall employment in that sector stood at 81,200 in June of 2011.
- Employment in the services-producing sector was lower by 6,500 jobs in June of 2011 over June of 2010; overall employment in that sector stood at 268,300 in June of 2011.

Employment growth on a year-over-year basis was strongest in the following sectors*:

Forestry, Fishing, Mining, Oil and Gas
- Current employment level (June 2011): **11,300 (up 20.2% or 1,900 jobs over June 2010)**
- Record employment level (December 1994): **14,600**
- Number of consecutive months with year-over-year growth: **2**
- Number of months with year-over-year growth in the past 24 months: **11**
- Important considerations: ***Increased activity in the Mining, Oil and Gas exploration and development sectors, and the province's forestry sector is contributing to the growth.***

Finance, Insurance, Real Estate, and Leasing
- Current employment level (June 2011): **17,400 (up 13.7% or 2,100 jobs over June 2010)**
- Record employment level (March 2011): **18,300**
- Number of consecutive months with year-over-year growth: **7**
- Number of months with year-over-year growth in the past 24 months: **15**
- Important considerations: ***Relatively low interest rates and increased confidence in global financial markets have kept New Brunswickers spending and investing, particularly on some big ticket items (housing and automobiles).***

Manufacturing
- Current employment level (June 2011): **32,600 (up 10.5% or 3,100 jobs over June 2010)**
- Record employment level (January 2004): **43,000**
- Number of consecutive months with year-over-year growth: **4**
- Number of months with year-over-year growth in the past 24 months: **9**
- Important considerations: ***A strong rebound in exports last year, and improving markets south of the boarder, may be contributing to the growth.***

* Includes the top three growth sectors, and/or any sectors that posted a 10% or greater (year-over-year) increase in employment.

Employment growth on a year-over-year basis was weaker in the following sectors:**

Construction
- Current employment level (June 2011): **27,300 (down 11.4% or 3,500 jobs over June 2010)**
- Record employment level (June 2010): **30,800**

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THE INDUSTRY REPORT—con't

- Number of consecutive months with year-over-year losses: **2**
- Number of months with year-over-year losses in the previous 24 months: **3**
- Important considerations: ***With no major projects on the horizon and a decline in public sector spending and much of the existing stimulus spending coming to an end later this year, employment is this sector is expected to continue to contract over the short-term.***

Trade (Retail and Wholesale trade)

- Current employment level (June 2011): **52,800 (down 8.7% or 5,000 jobs over June 2010)**
- Record employment level (August 2005): **60,100**
- Number of consecutive months with year-over-year losses: **7**
- Number of months with year-over-year losses in the previous 24 months: **15**
- Important considerations: ***Weakening labour markets in NB, the growth in cross boarder travel (and retail consumption) as a result of the high Canadian dollar, and the lack of any major mega projects on the horizon, are beginning to their impact on consumer spending habits and business confidence in the province. Also more and more consumers are making purchases online from retailers outside the region.***

Other Services

- Current employment level (June 2011): **15,400 (down 8.3% or 1,400 jobs over June 2010)**
- Record employment level (March 1999): **19,800**
- Number of consecutive months with year-over-year losses: **7**
- Number of months with year-over-year losses in the past 24 months: **7**
- Important considerations: ***This is a diverse industry grouping, making it difficult to pinpoint the sub-category which is producing the losses.***

** Includes the bottom three growth sectors and/or all sectors that posted a 10% or greater (year-over-year) decrease in employment

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